

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: January 5, 2011

TITLE: Amending Secs. 31.14(2)(b)5. and Creating Sec. 31.043(3)(i) to Allow the High Schools Located in Residential, Agricultural and Conservancy Districts, and Amending Sec. 31.041(3)(d) of the Madison General Ordinances to Clarify that “Additional Sign Code Approvals” by the UDC are Subject to a \$300 Application Fee. (20446)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: January 5, 2011

ID NUMBER:

Members present were: Marsha Rummel, Mark Smith, Todd Barnett, Richard Slayton, John Harrington, R. Richard Wagner, Melissa Huggins and Henry Lufler, Jr.

SUMMARY:

At its meeting of January 5, 2011, the Urban Design Commission **RECOMMENDED ADOPTION** of the ordinance amendments. Appearing on behalf of the project were Ald. Judy Compton, District 16; and Joe Gothard, Principal of LaFollette High School, representing the Madison Metropolitan School District. Matt Tucker, Zoning Administrator spoke to the Commission about introducing electronic changeable copy message centers to primarily ground signs for the MMSD. This amendment would apply to the high schools in the City of Madison, which are all various forms of zoning from Agriculture to Conservancy to Residential. The first part of the text would make these signs allowable, the second part of the text talks about the powers of the Urban Design Commission to approve this feature. Ald. Compton spoke to the Commission about her sponsoring this text amendment, and her desire to give the schools and students the ability to keep up with what is going on in their communities. When asked if the messages would be “flashes” versus informational, Ald. Compton replied that it would depend on the applicant. Staff replied that the Commission can place rules and regulations on the timing of the messages when presented with an application. Concern was expressed about others coming to the Commission asking for electronic changeable copy signs, such as churches and middle schools.

Gothard spoke to the Commission as to why he feels LaFollette High School needs this type of sign: for information, recognition and emergency. He stated this is a tool for the school to keep up with information technology; the older manual signs are limiting because of weather, number of characters used and length of messages. The inside of the school is wired with monitors to carry the information as well. The community would also be allowed to use the sign for things like neighborhood association meetings and garage sales. He stated that he already uses Twitter and other social media to reach community members and students, but not every student has access to this networking. Ald. Compton then pointed out that the population of this particular school doesn't have the access to computers that other school districts do to utilize this form of social media.

ACTION:

On a motion by Lufler, seconded by Rummel, the Urban Design Commission **RECOMMENDED ADOPTION**. The motion was passed on a vote of (7-0). Ald. Rummel noted her support for the ordinance amendment and requested that she be added as a sponsor.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: Secs. 31.14(2)(b)5, 31.043(3)(i), 31.041(3)(d)

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	6	-	-	6
	-	-	-	-	-	-	-	6

General Comments:

- Slippery slopes.
- Reasonable use of electronic changeable message signs.